

CLAIM AMENDMENTS

1-13. (canceled)

14. (currently amended) A method comprising:

receiving at a user device an indicator hot key signal from an interactive television service provider's network, the indicator hot key signal indicating availability and a location of alternate content and containing data representing an indicator hot key form;

determining, at the user device and independent of any request by a user of the user device for the alternate content, whether the indicator hot key signal is relevant to a user viewing original content provided by from the interactive television service provider's network; and

responsive to determining the indicator hot key signal is relevant to the user, displaying on a screen an indication that the indicator hot key signal has been received, the indication corresponding to the data representing the indicator hot key form,

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following: a channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.

15. (currently amended) The method of claim 14, wherein the data representing the indicator hot key form indicates one of a plurality of possible indicator hot key forms.

16. (currently amended) The method of claim 14, wherein the data representing the indicator hot key form comprises a graphic.

17. (currently amended) The method of claim 16, wherein the graphic is displayed on the screen as the indication that the indicator hot key signal has been received.

18. (original) The method of claim 17, wherein the graphic is pre-selected by the user.

19. (currently amended) The method of claim 17, wherein the graphic is included in the indicator hot key signal.

20 - 44. (canceled)

45. (currently amended) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to receive an indicator hot key signal from an interactive television service provider's network, the indicator hot key signal indicating availability and a location of alternate content and containing data representing an indicator hot key form; and

a processor coupled to the demultiplexor portion to determine whether the indicator hot key signal is relevant to a user viewing original content over a channel provided by from the interactive television service provider's network, and responsive to determining the indicator hot key signal is relevant to the user, displaying on a screen an indication that the indicator hot key signal has been received, the indication corresponding to the data representing the indicator hot key form;

wherein the determining is independent of any request by the user for the alternate content;

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following: the channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.

46. (currently amended) The system of claim 45, wherein the data representing the indicator hot key form indicates one of a plurality of possible indicator hot key forms.

47. (currently amended) The system of claim 45, wherein the data representing the indicator hot key form comprises a graphic.

48. (currently amended) The system of claim 47, wherein the graphic is displayed on the screen as the indication that the indicator hot key signal has been received.

49. (original) The system of claim 48, wherein the graphic is pre-selected by the user.

50. (currently amended) The system of claim 48, wherein the graphic is included in the indicator hot key signal.

51-75. (canceled)

76. (currently amended) A computer program product placed on a machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:

receive, at a user device, an indicator hot key signal from an interactive television service provider's network, the indicator hot key signal indicating availability and a location of alternate content and containing data representing an indicator hot key form;

determine, at the user device, and independent of any request by a user of the user device for the alternate content, whether the indicator hot key signal is relevant to a user viewing original content provided by from the interactive television service provider's network; and

responsive to determining the indicator hot key signal is relevant to the user, display on a screen an indication that the indicator hot key signal has been received, and the indication corresponding to the data representing the hot key form;

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following: a channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.

77. (currently amended) The machine-readable medium of claim 76, wherein the data representing the indicator hot key form indicates one of a plurality of possible indicator hot key forms.

78. (currently amended) The machine-readable medium of claim 76, wherein the data representing the indicator hot key form comprises a graphic.

79. (currently amended) The machine-readable medium of claim 78, wherein the graphic is displayed on the screen as the indication that the indicator hot key signal has been received.

80. (original) The machine-readable medium of claim 79, wherein the graphic is pre-selected by the user.

81-93. (canceled)